

# NAKHEEL

MAGAZINE

Where Vision Inspires Humanity



## Introduction

Best known for its iconic and internationally acclaimed waterfront developments, The Palm, The World and Waterfront, Nakheel has set in motion an economic miracle that has changed the face of Dubai with a developmental model that is increasingly being applied to projects throughout the world. The vision of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Prime Minister, Ruler of Dubai and UAE Vice President, in founding Nakheel has resulted in an innovative and progressive development company that applies groundbreaking research and leadership to create projects of a previously unimaginable scale and scope.

## Nakheel facts and figures

Nakheel is part of Dubai World, a major growth engine for the Emirate, with over 50,000 employees and offerings in more than 100 locations. Reputed for landmarks of ingenuity, distinctive residential communities and unique retail offerings, Nakheel currently has a diverse range of projects under development worth more than US\$30 billion, spanning more than 2 billion sq. ft. and adding 1,000 km to the Dubai coastline once complete.

## Lynchpin of Economic Growth

Attracting inward investment and creating investment opportunities on an unprecedented scale, Nakheel has become one of the most important drivers of growth, not just for Dubai, but for the region as a whole. Through its vast network of operations, it has fuelled the growth of an economic infrastructure that encompasses a huge range of activities, from retail, leisure and tourism to banking and investment, manufacturing industry, construction, public utilities and services.

## The Publication

Given the central role it plays in the ongoing development of Dubai and the surrounding region, Nakheel recognises the importance of keeping its partners, suppliers, investors and clients apprised of important news, information, contracts and tenders. As part of its coordinated communication strategy for 2009, Nakheel has therefore appointed leading international specialist publisher, Faircount Media Group, to publish a superbly produced 200 page, A4 magazine that comprehensively reports on all of its current and future projects, with the aim of keeping stakeholders involved in all aspects of Nakheel's activities.

## Distribution

Commencing in April 2009, Nakheel will distribute the publication directly to its key partners and co-developers, contractors, suppliers, re-sellers, investors, end users and others worldwide, via direct mail, exhibitions, trade shows and other major industry events. Further copies will be mailed directly, on a name by name basis, to business leaders with an interest in the region's development, including Chairman, CEO's, Managing Directors, Operations, IT, Architects, Logistics and Planning Directors, etc.

## Opportunity

A limited number of relevant organizations are being allowed the opportunity to advertise in this important publication. The options are:-

### Advertising rates

#### Standard positions

Double Page Spread - €33,150

Full Page - €17,250

#### Cover positions

Outside Back Cover - €39,950

Inside Front Cover Spread (2 pages) - €37,250

Inside Back Cover Spread (2 pages) - €36,500

#### Premium positions

Opposite foreword, introduction,

1st or 2nd content pages - €20,700

All rates are nett of agency commission